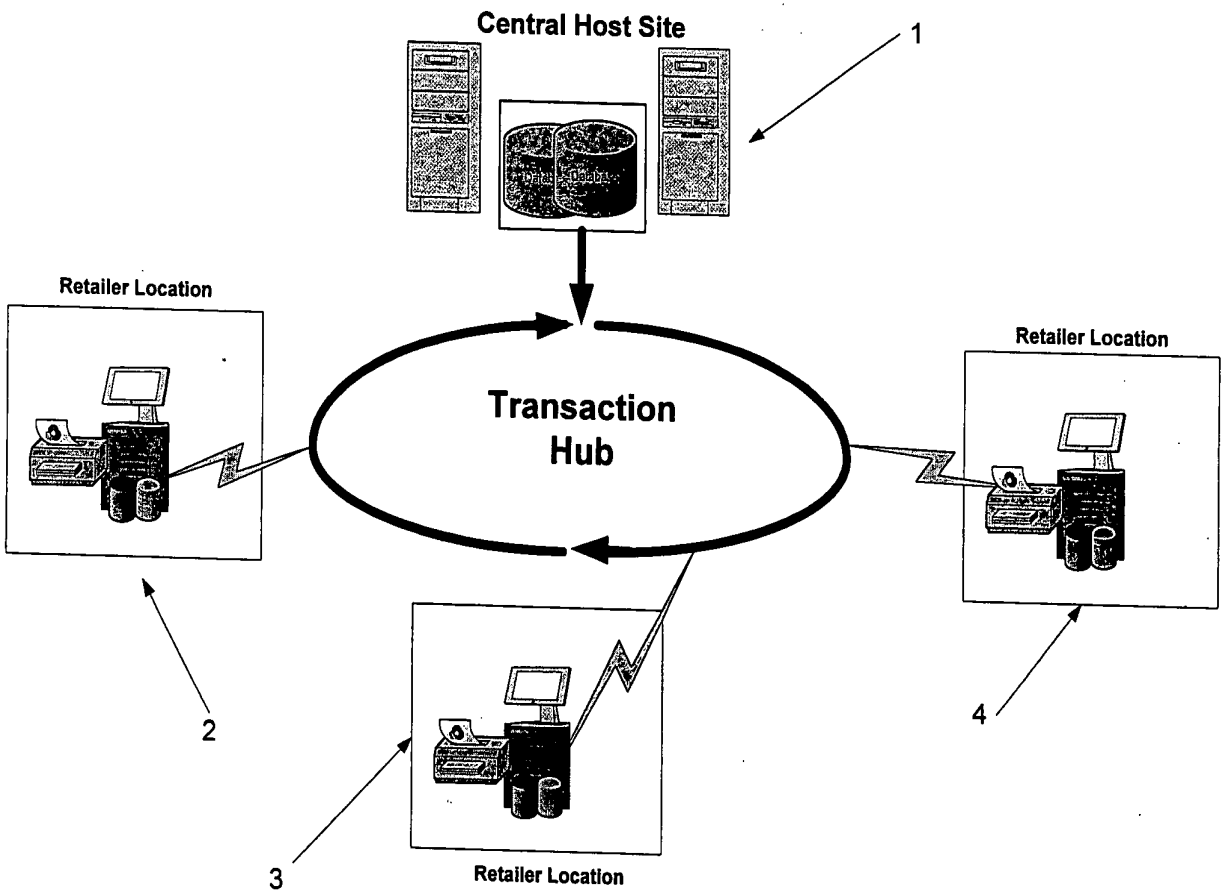

Central Host Site
1
Retailer Location
Transaction Hub
Retailer Location
2
3
Retailer Location
4

Fig. 1

Fig. 2

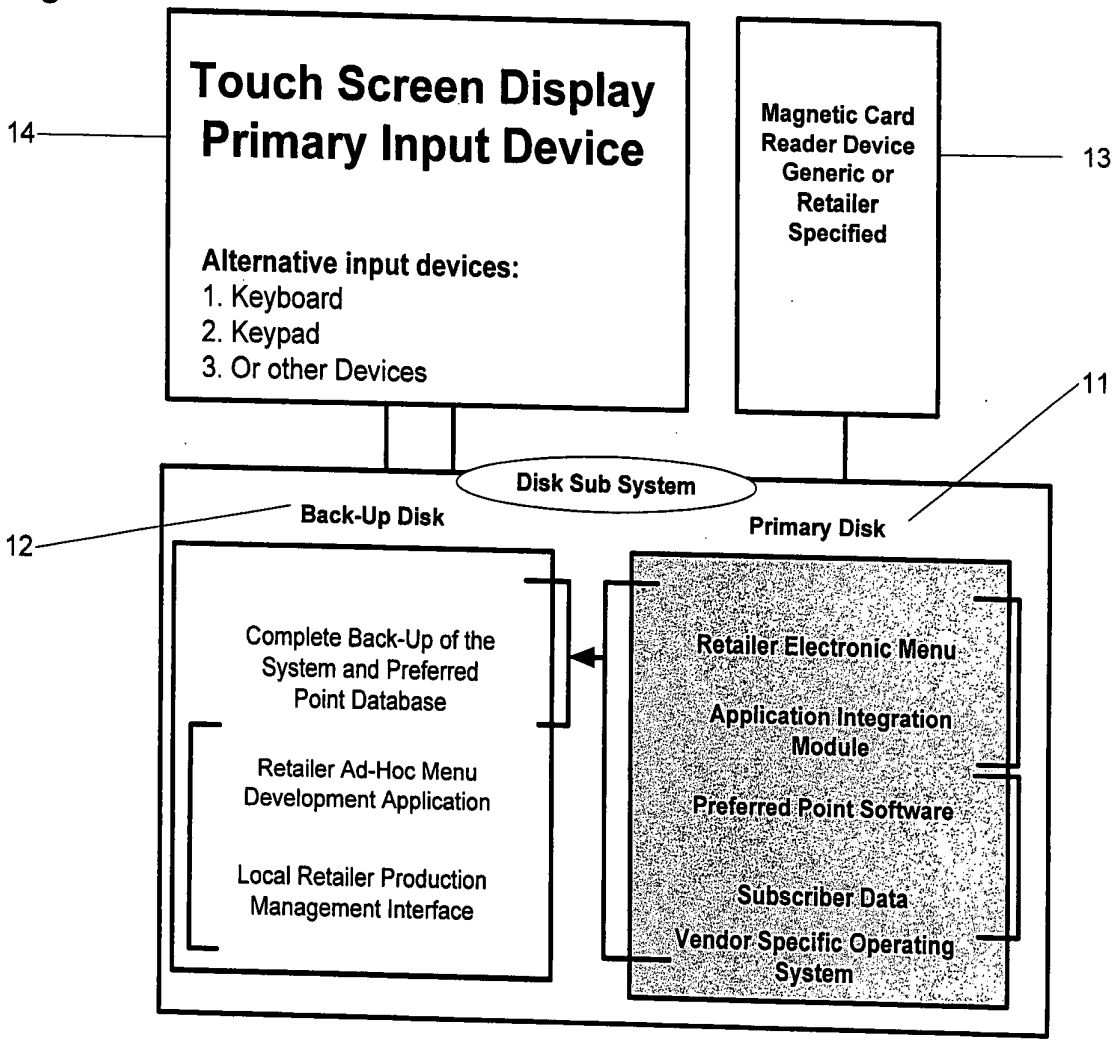
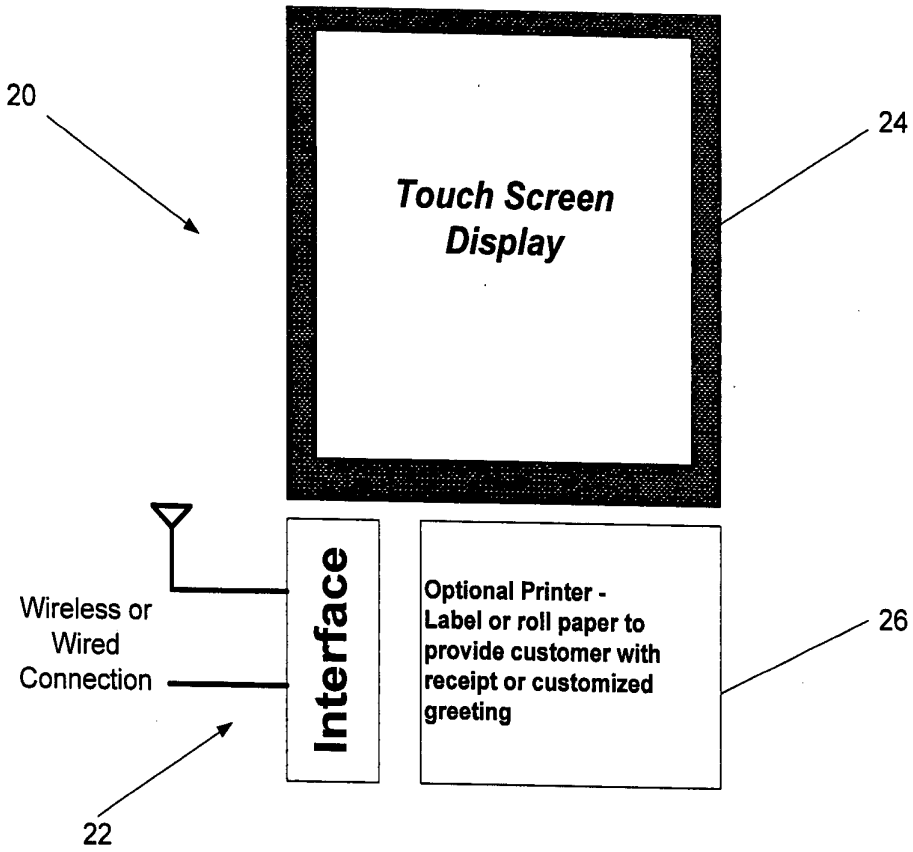

Touch Screen Display
Primary Input Device
Alternative input devices:
1. Keyboard
2. Keypad
3. Or other Devices
14
Magnetic Card Reader Device Generic or Retailer Specified
13
11
Disk Sub System
Back-Up Disk
12
Primary Disk
Complete Back-Up of the System and Preferred Point Database
Retailer Ad-Hoc Menu Development Application
Local Retailer Production Management Interface
Retailer Electronic Menu
Application Integration Module
Preferred Point Software
Subscriber Data
Vendor Specific Operating System

Fig. 3


20
Touch Screen Display
24
Wireless or Wired Connection
Interface
Optional Printer - Label or roll paper to provide customer with receipt or customized greeting
26
22

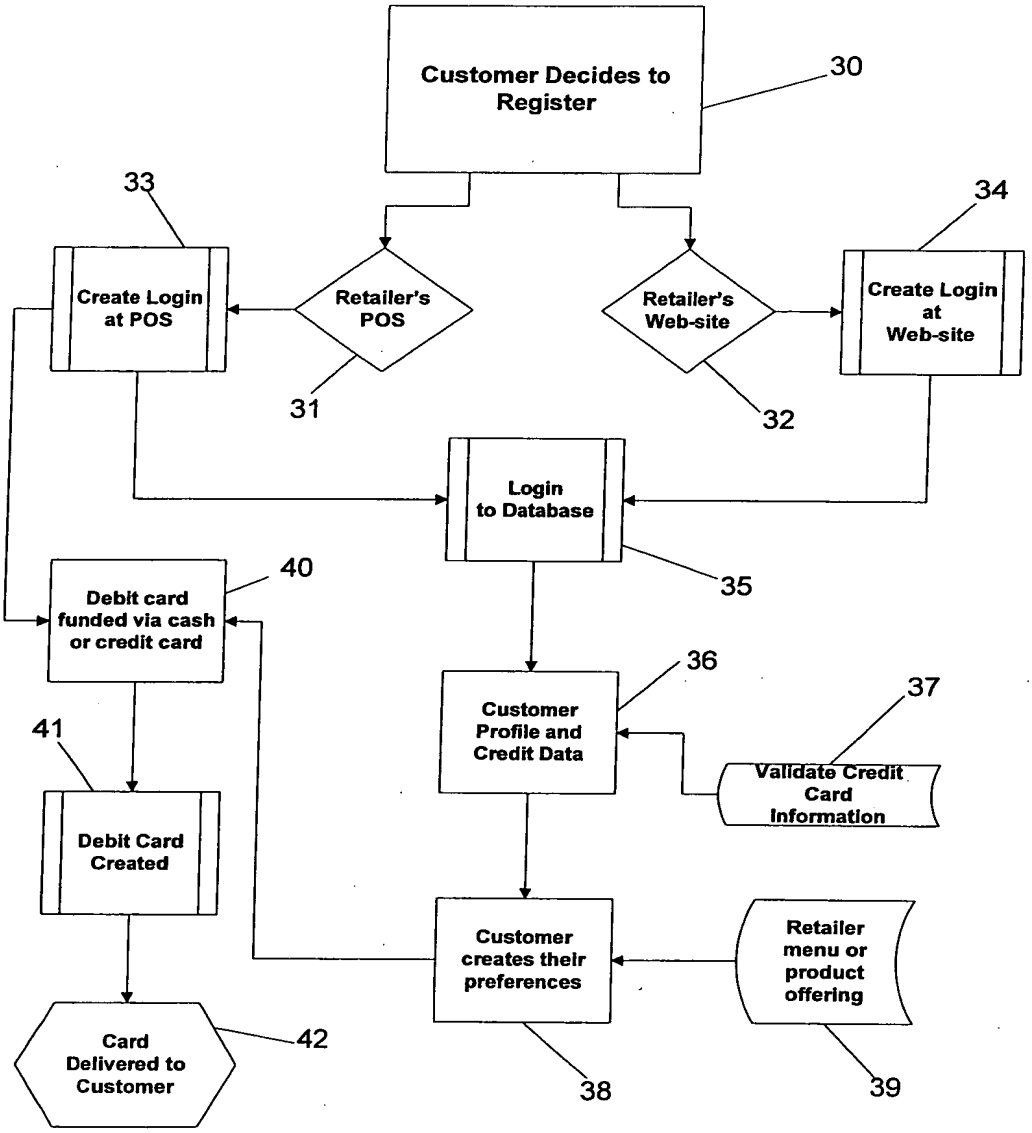

Customer Decides to Register
30
33
34
Create Login at POS
Retailer's POS
Retailer's Web-site
Create Login at Web-site
31
32
Login to Database
35
Debit card funded via cash or credit card
40
36
37
Customer Profile and Credit Data
Validate Credit Card Information
41
Debit Card Created
Customer creates their preferences
Retailer menu or product offering
Card Delivered to Customer
42
38
39

Fig. 4

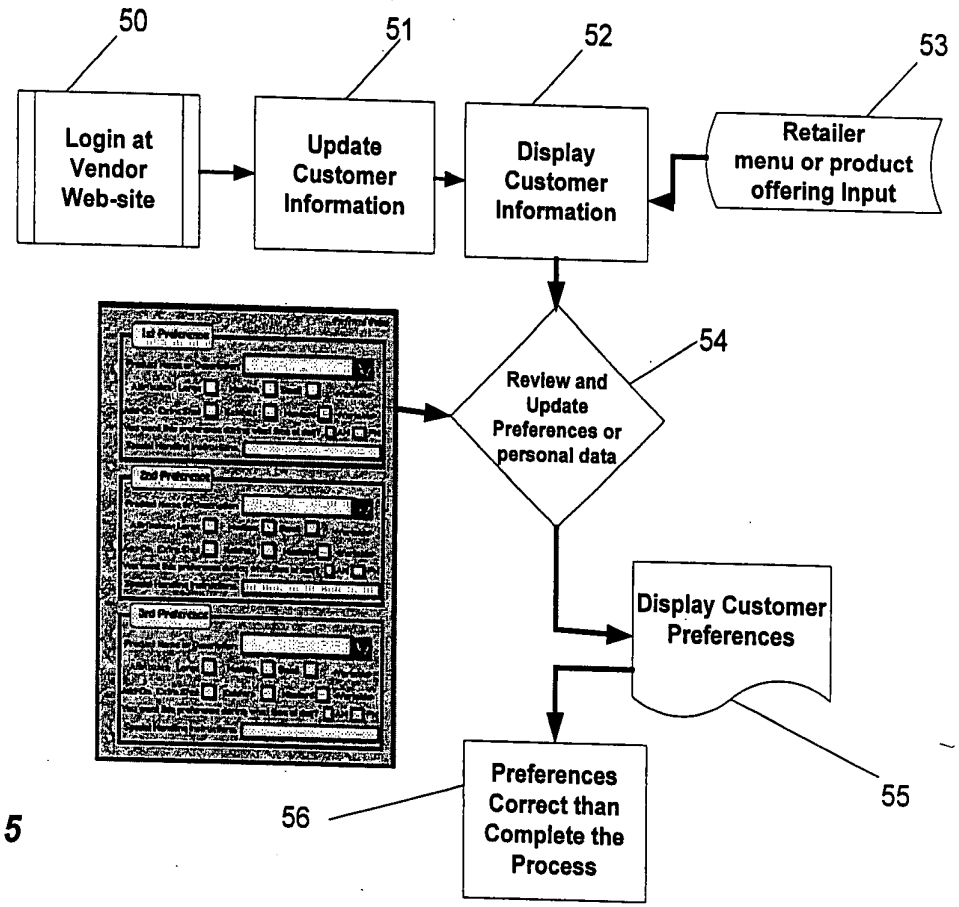

50
Login at Vendor Web-site
51
Update Customer Information
52
Display Customer Information
53
Retailer menu or product offering Input
54
Review and Update Preferences or personal data
Display Customer Preferences
55
56
Preferences Correct than Complete the Process

Fig. 5

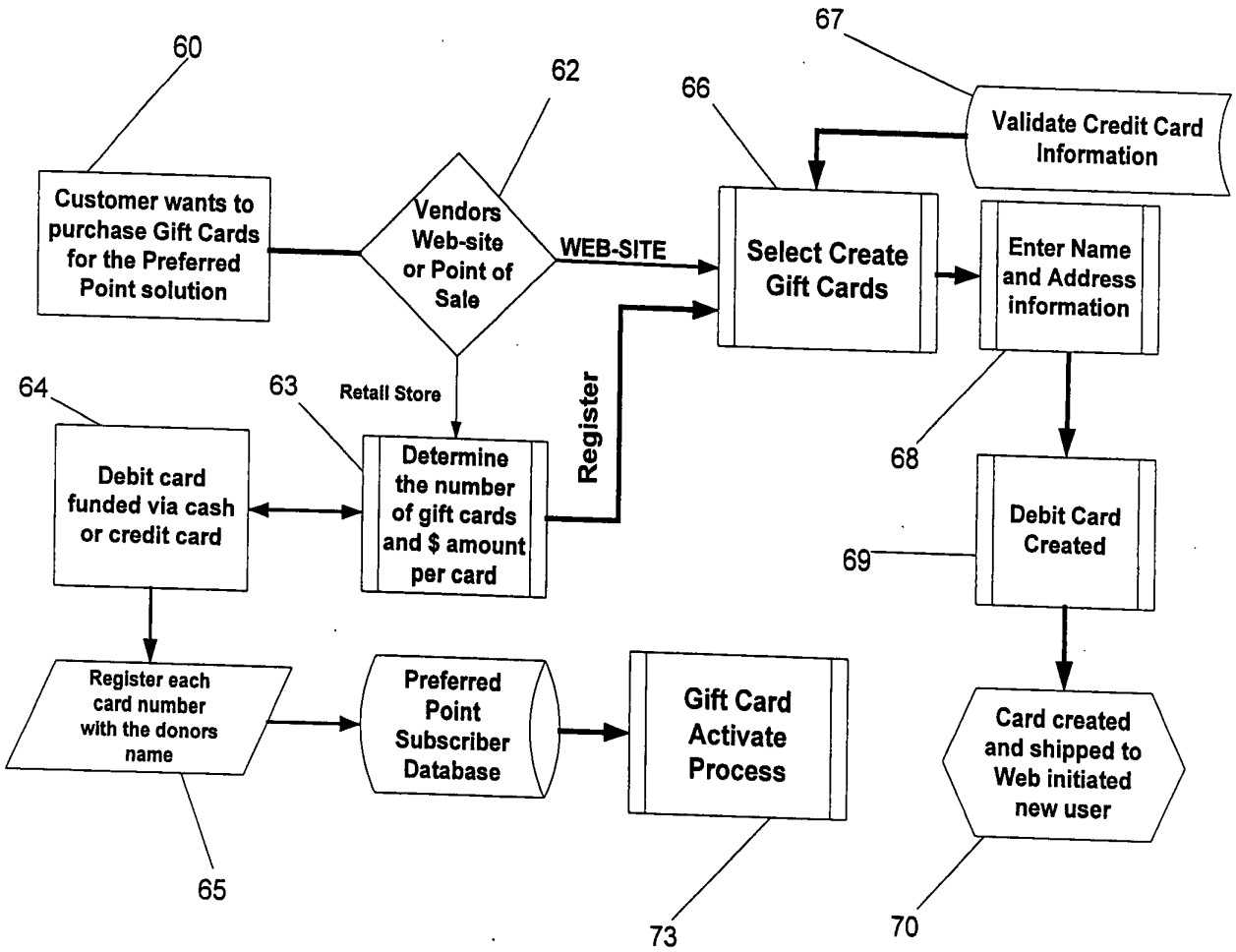

60
62
67
66
Customer wants to purchase Gift Cards for the Preferred Point solution
Vendors Web-site or Point of Sale
WEB-SITE
Validate Credit Card Information
Select Create Gift Cards
Enter Name and Address information
64
63
Retail Store
Register
68
Debit card funded via cash or credit card
Determine the number of gift cards and $ amount per card
Debit Card Created
69
Register each card number with the donors name
Preferred Point Subscriber Database
Gift Card Activate Process
Card created and shipped to Web initiated new user
65
73
70

Fig. 6

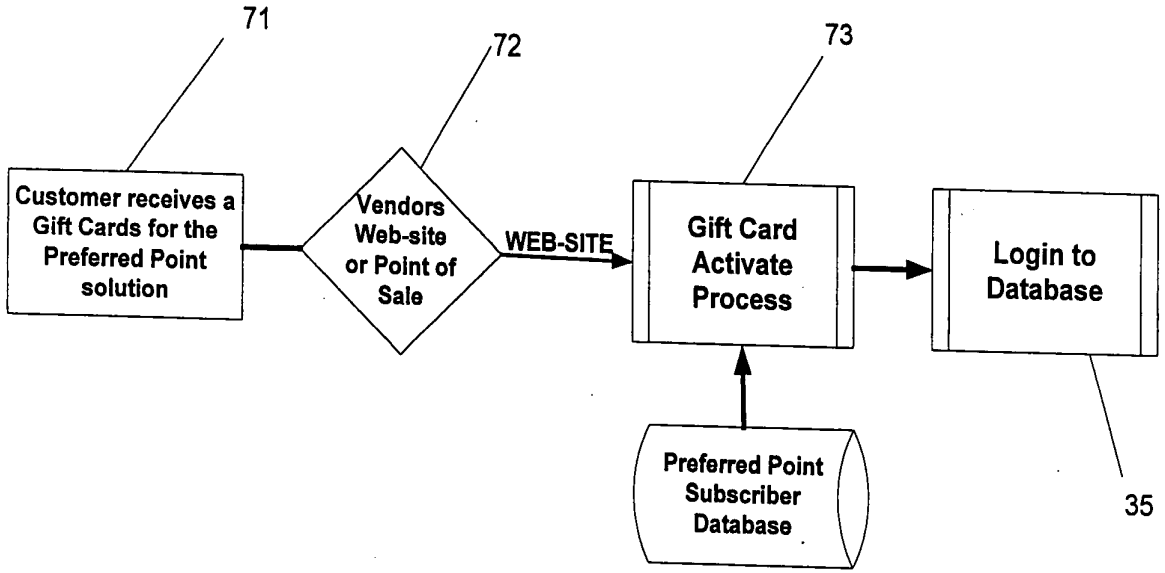

71
72
73
Customer receives a Gift Cards for the Preferred Point solution
Vendors Web-site or Point of Sale
WEB-SITE
Gift Card Activate Process
Login to Database
Preferred Point Subscriber Database
35

Fig. 7

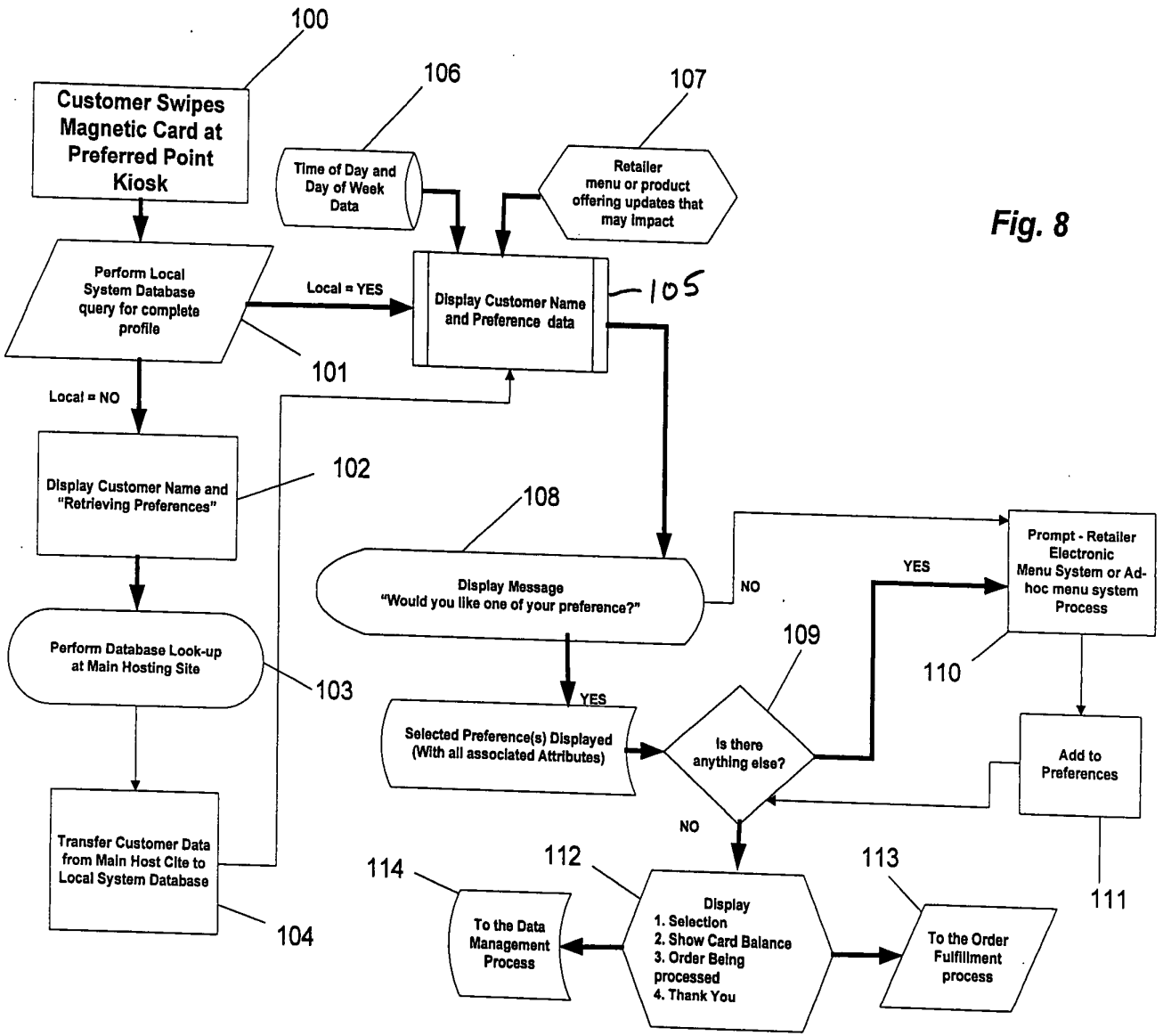

100
Customer Swipes Magnetic Card at Preferred Point Kiosk
106
Time of Day and Day of Week Data
107
Retailer menu or product offering updates that may impact
Perform Local System Database query for complete profile
Local = YES
Display Customer Name and Preference data
105
101
Local = NO
Display Customer Name and "Retrieving Preferences"
102
108
Display Message "Would you like one of your preference?"
NO
YES
Prompt - Retailer Electronic Menu System or Ad-hoc menu system Process
110
109
Perform Database Look-up at Main Hosting Site
103
YES
Selected Preference(s) Displayed (With all associated Attributes)
Is there anything else?
Add to Preferences
NO
Transfer Customer Data from Main Host Cite to Local System Database
104
114
112
113
111
To the Data Management Process
Display
1. Selection
2. Show Card Balance
3. Order Being processed
4. Thank You
To the Order Fulfillment process

Fig. 8

Fig. 9

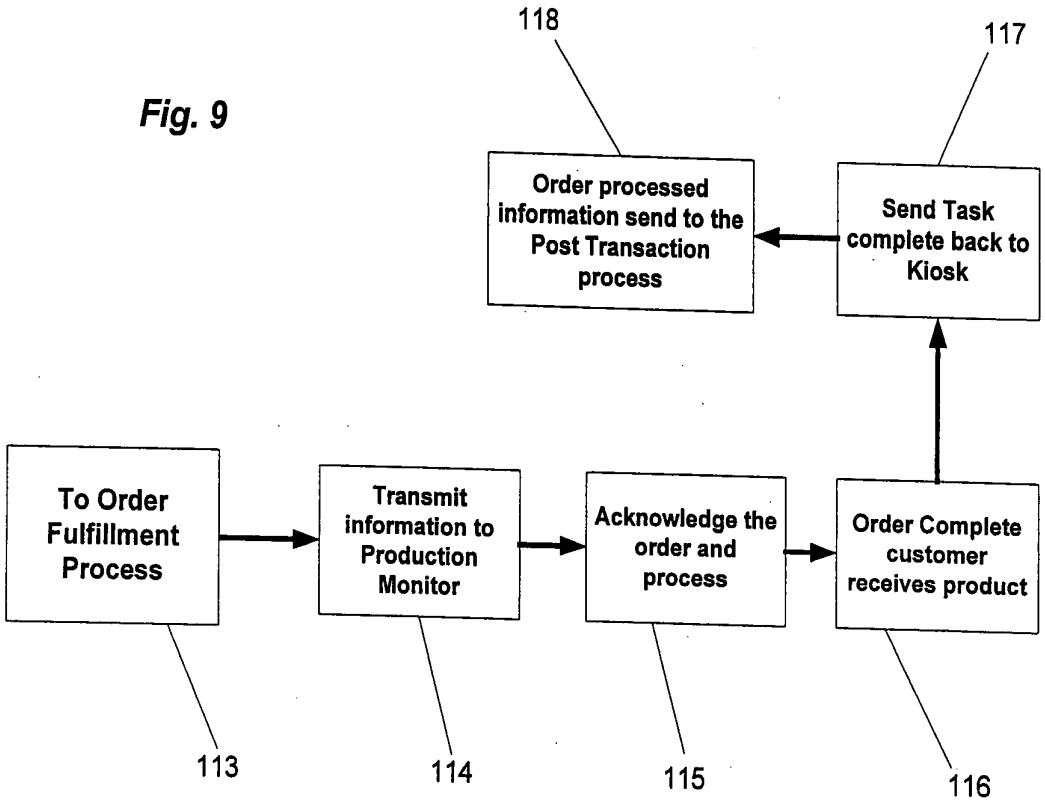
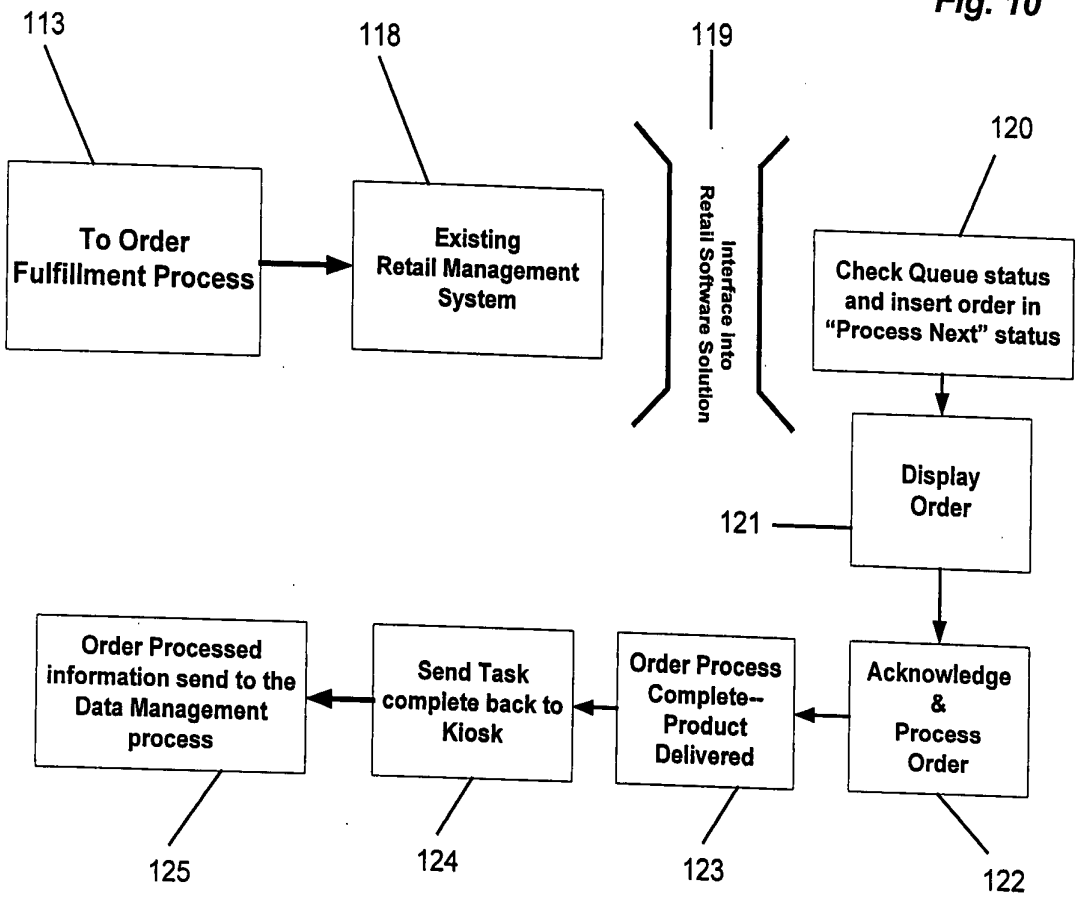

118
117
Order processed information send to the Post Transaction process
Send Task complete back to Kiosk
To Order Fulfillment Process
Transmit information to Production Monitor
Acknowledge the order and process
Order Complete customer receives product
113
114
115
116

Fig. 10


113
118
119
120
To Order Fulfillment Process
Existing Retail Management System
Interface into Retail Software Solution
Check Queue status and insert order in "Process Next" status
Display Order
121
Acknowledge & Process Order
Order Process Complete-- Product Delivered
Send Task complete back to Kiosk
Order Processed information send to the Data Management process
122
123
124
125

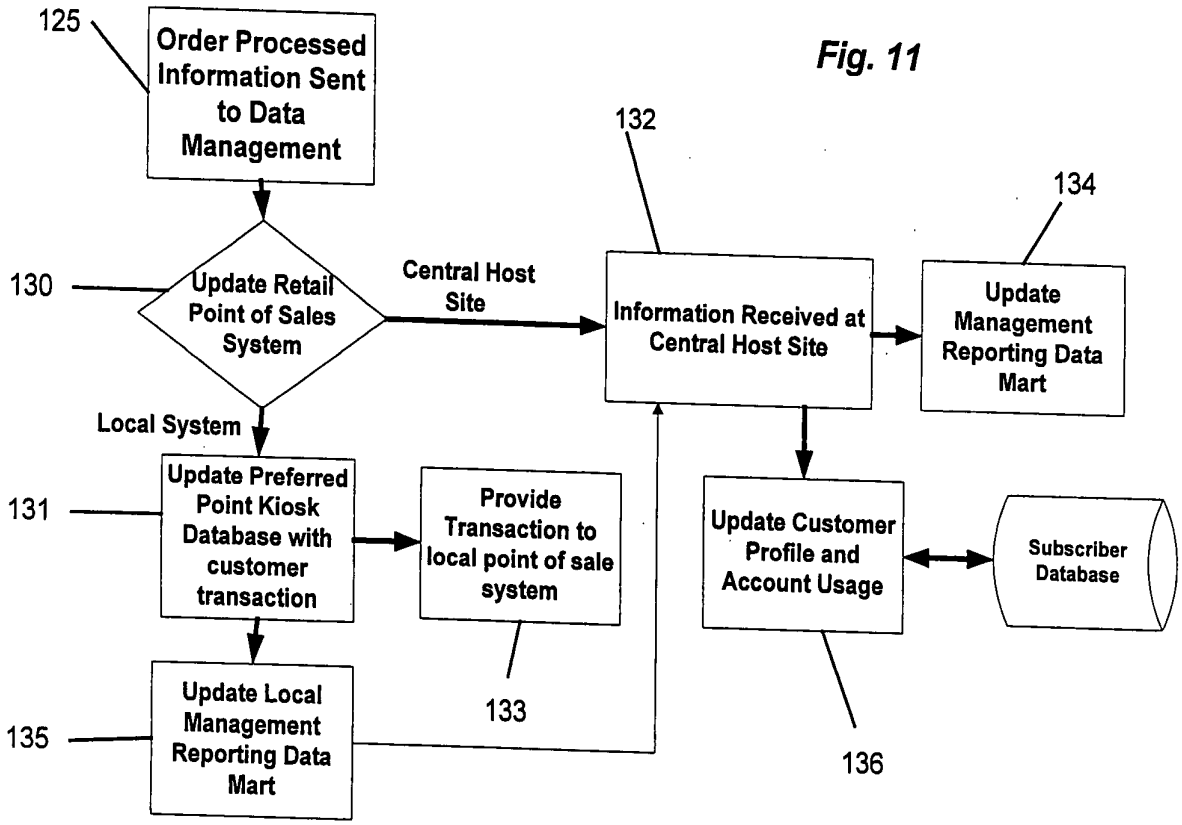

125
Order Processed Information Sent to Data Management
130
Update Retail Point of Sales System
Central Host Site
Local System
132
Information Received at Central Host Site
134
Update Management Reporting Data Mart
131
Update Preferred Point Kiosk Database with customer transaction
Provide Transaction to local point of sale system
133
Update Customer Profile and Account Usage
Subscriber Database
135
Update Local Management Reporting Data Mart
136

Fig. 11